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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: **Harry E. Emerson, III, et al.** Group Art Unit: **2162**  
Serial No.: **09/477,936** Examiner: **James W. Myhre**  
Filed: **January 5, 2000**  
For: **SYSTEM FOR MODIFYING AND TARGETING ADVERTISING**  
**CONTENT OF INTERNET RADIO BROADCASTS**  
Docket No.: **0021-46**

**Morristown, N.J. 07960**  
**August 14, 2002**

Assistant Commissioner for Patents  
Washington, D.C. 20231

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Sir:

**RESPONSE UNDER 37 C.F.R. 1.116**

In response to the office action dated April 9, 2002, in the above-identified application, the following remarks are filed. Claims 1-12 are under consideration.

**REMARKS**

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**GROUP 3600**

Applicants' invention as recited by claims 1-12 provides a method and system for the delivery of broadcast radio programs via the Internet. Means are provided by which commercials present in the program material, as originally generated at a radio station, may be identified and replaced by substitute commercials inserted by an Internet hosting service. The Internet's bi-directional and individual connectivity allows selection and transmission of replacement commercials that are of particular interest or relevance to a particular user. Demographic information characterizing the user may be maintained and used as a basis for this selection.

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